

IABC 2019

The 6th International
Accounting and Business
Conference

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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IABC2019-038**MEASURING INTENTION TO USE IP-BELT AMONG PREGNANT MOTHERS
USING TAM MODEL: TECHNOLOGY-BASED INNOVATION IN ROAD SAFETY**

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Abstract

This study presents the behavioral intention to use an innovation of a safety belt specially developed for pregnant mothers, named IP-Belt. This newly developed innovation aims to enhance the safety of these pregnant mothers when they are behind the wheel, or as passengers; and this research is done as an extension to the development of this innovation. Technology Acceptance Model (i.e. TAM) was adopted in predicting the behavioral intention to use the IP-Belt. A survey was conducted among pregnant mothers to see their intention to use the said innovation. The data was analyzed using the Structural Equation Modeling technique with Partial Least Square estimation theory. The analysis indicated that Perceived Ease of Use and Perceived Usefulness had a positive significant influence towards Attitude and Trust, whereas all other variables (i.e. Perceived Ease of Use, Perceived Usefulness, Attitude, and Trust) also significantly influenced behavioral intention to use the IP-Belt. In addition, the study indicated that Attitude and Trust had a partial mediating effect towards the relation of Perceived Ease of Use and Perceived Usefulness towards behavioral intention to use the IP-Belt.

Keywords: *Pregnancy Safety Belt, IP-Belt, TAM Model, PLS-SEM, Mediating Analysis*